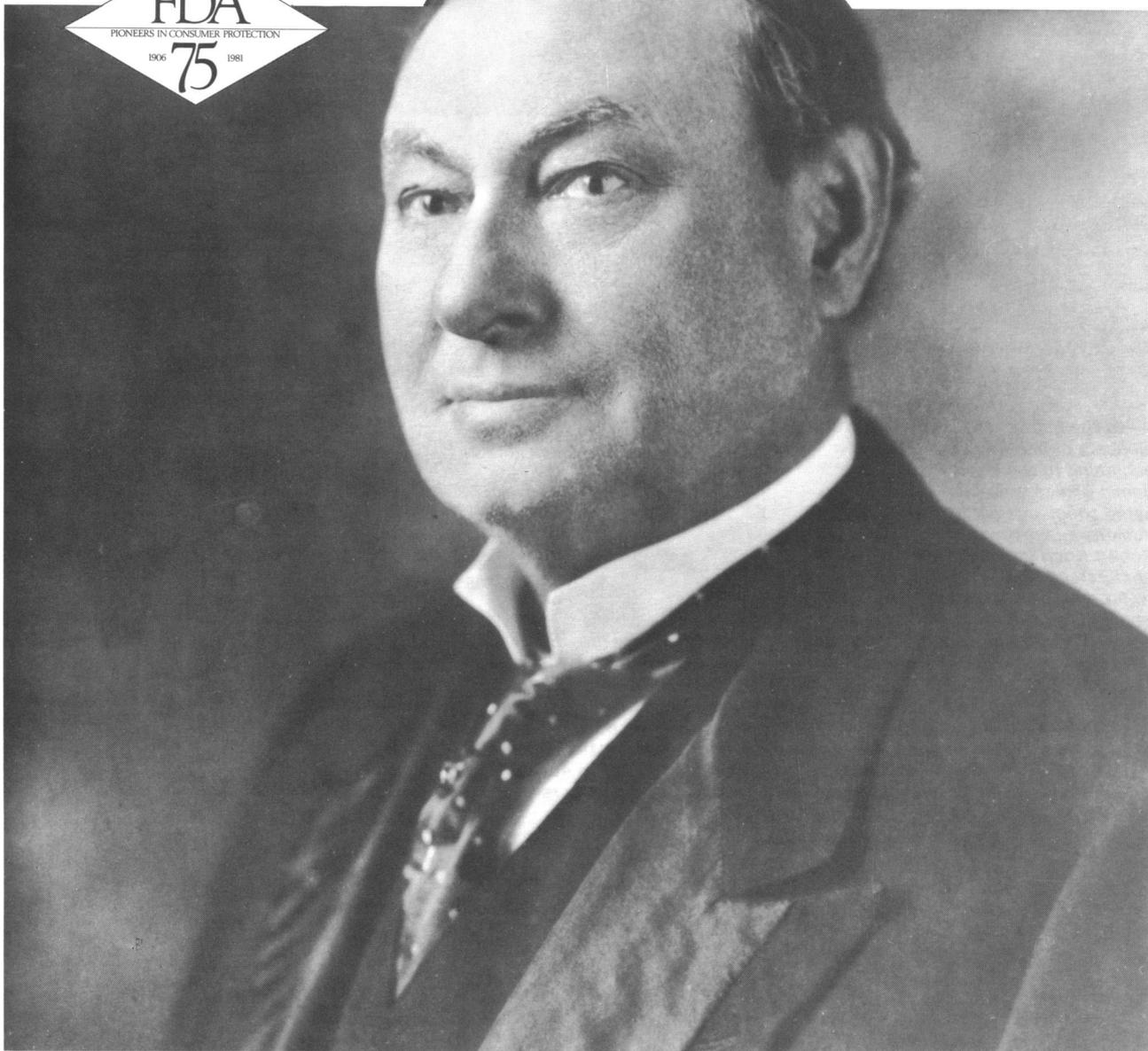

Food and Drug Administration Celebrates 75 Years of Consumer Protection — an Album from the Archives

WALLACE F. JANSSEN



Tearsheet requests to Wallace F. Janssen, FDA Historian, Rm. 3807, 200 C St. SW, Washington, D.C. 20204. He joined the Food and Drug Administration in 1951 as assistant to the Commissioner for Public Affairs and served as the agency's information chief until 1966.

Harvey W. Wiley, born in 1844 on a backwoods Indiana farm, became the leader of the reform movement which produced the Pure Food and Drugs Act of 1906. Purdue University's first professor of chemistry, Wiley came to Washington in 1883 to be chief chemist of the Department of Agriculture. One of his first official actions was to expand the studies of food adulteration begun in the 1870s and to publish the results, thus laying the scientific foundation for a Federal law.



1 IS THIS A TIME FOR SLEEP?

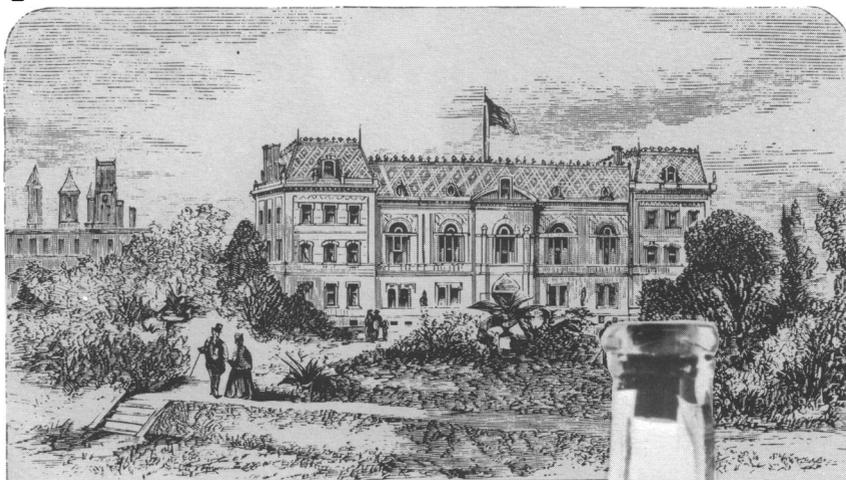
1—At the start of the 1880s, the great pioneers of bacteriology were just beginning to win victories over epidemic diseases. Louis Pasteur vaccinated sheep against anthrax in 1881, humans against rabies in 1885. In 1883, Robert Koch identified the vibrio of cholera and proved its transmission by water and food. A vaccine could not be obtained quickly enough. “Science” was rebuked for inaction in this cartoon from *Life*, titled, “Is this a time for sleep?”

2—Staff of the Division of Chemistry shortly after Dr. Wiley took command in 1883. Wiley, third from right, was 39 years old

3—As a scientific organization, FDA dates from 1862 when laboratories were established in the Patent Office Building, now the National Portrait Gallery. When Wiley came to Washington, they were in the basement of the 1867 Department of Agriculture headquarters on the Mall, where the marble administration building now stands. Called on from the beginning to do analytical work for other agencies of the Government as well, the Division was increasingly confronted with problems of food and drug adulteration



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3 THE BUREAU OF AGRICULTURE.

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4—A laboratory fire, during a visit by the Secretary of Agriculture, prompted him to arrange separate quarters for his chemists in an old house across the street from the department’s headquarters. Here at 14th and B Streets (now Independence Avenue) the Division of Chemistry remained from 1890 to 1898

5—A center spread in *Collier’s* December 1, 1905, issue told a pathetic story of the harm done by narcotic “tonics” sold to trusting women. Labels, generally, said nothing about the ingredients in the patent curealls

6—Patent medicines were a constant danger to millions who may not always have believed their false promises but had little else to rely on. These typical products claimed to “renovate” the stomach, liver, and kidneys and to cure diabetes, gallstones, and weak hearts





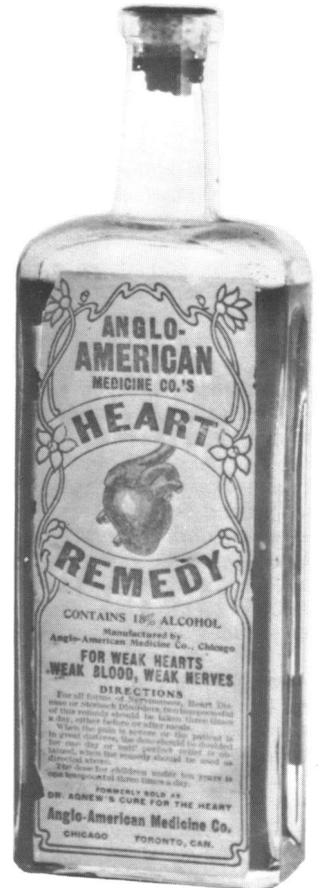
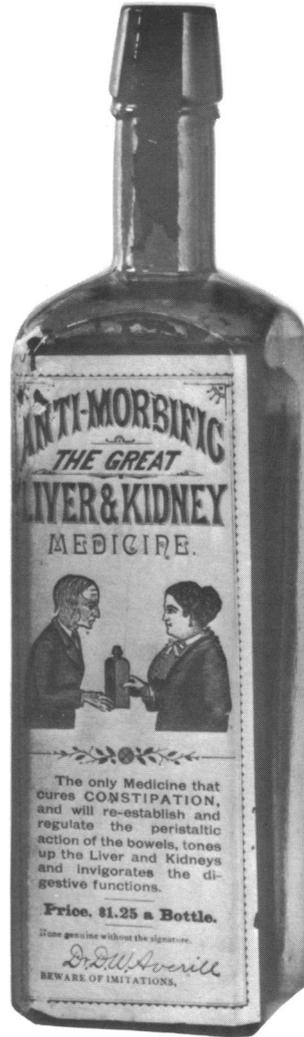
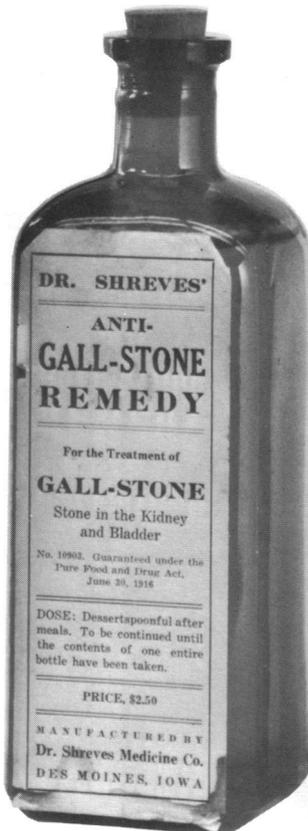
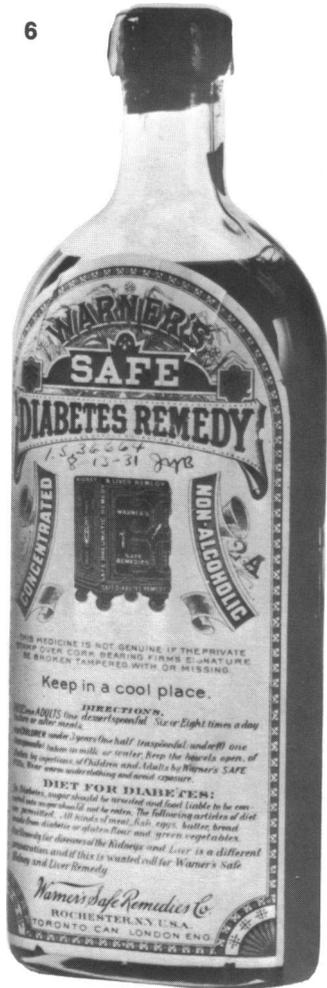
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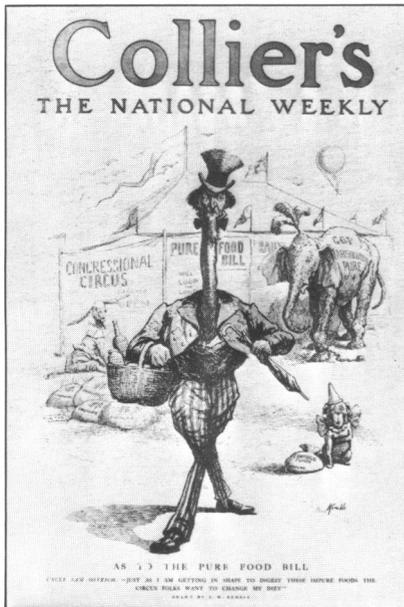


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HER LAST DOLLAR FOR A BOTTLE OF PATENT MEDICINE

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7—National magazines, particularly *Collier's*, were the leading press advocates of a national food and drug law. Newspapers, with much of their income from advertisers of medicines, generally ignored the fight or sided with the industry opposition. This 1905 cartoon needed Congress for inaction. "Uncle Sam Ostrich: 'Just as I am getting in shape to digest these impure foods the circus folks want to change my diet!'"

8—In 1902 Dr. Wiley started research with human volunteers to determine the effects of food preservatives on digestion and health. Overnight the press made his "poison squad" a national sensation. Even the minstrel shows had songs about the squad—officially designated the "Hygienic Table." Chemicals fed to the young men included borax; salicylic, sulphuric, and benzoic acids; and formaldehyde. The experiments went on for 5 years. Wiley and the public became convinced that chemical preservatives should be used in food only when necessary, that the burden of proving safety should fall on the producer, and that none should be used without informing the consumer on the label—basic principles of today's law and regulations

9—Cough syrups in great numbers were labeled as cures for all types of respiratory diseases, especially tuberculosis or "consumption" as it was usually called

10—The medicine men competed with circuses, the minstrels, and the Wild West shows to entertain the public—and sell their products. Hamlin's Wizard



8

They'll Never Look the Same

If ever you visit the Smithsonian Institute,
Look out that Professor Wiley doesn't make you a recruit.
He's got a lot of fellows there that tell him how they feel,—
They take a batch of poison every time they take a meal.
For breakfast they get cyanide of liver, coffin shaped,
For dinner they get undertaker's pie all trimmed with crepe;
For supper—arsenic fritters, fried an appetizing shade,
and late at night they get a prussic acid lemonade!

(Chorus)

O they may get over it but they'll never look the same.
That kind of bill of fare would drive most men insane.
Next week he'll give them mothballs, a la Newburgh or else plain;
O they may get over it but they'll never look the same!

Song of the Poison Squad in Lew Dockstader's Minstrel Show
October, 1903

Oil had one of the most spectacular of the big touring medicine shows. As a relief for minor aches and pains, this liniment continued to be sold for many years after the shows ceased. The Hoosier poet James Whitcomb Riley once worked as an advance man for Hamlin

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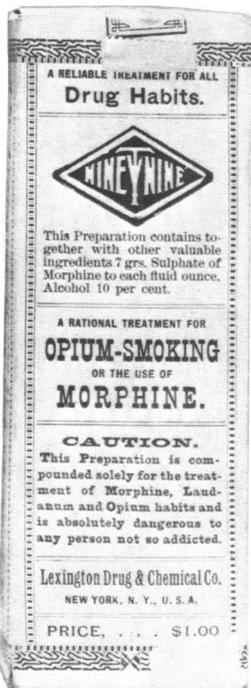




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11—The 1906 law was seriously inadequate in regard to narcotics. All it required was label declaration of the amount used. "Ninety-Nine, a Reliable Treatment for all Drug Habits," contained seven grains of morphine per fluid ounce

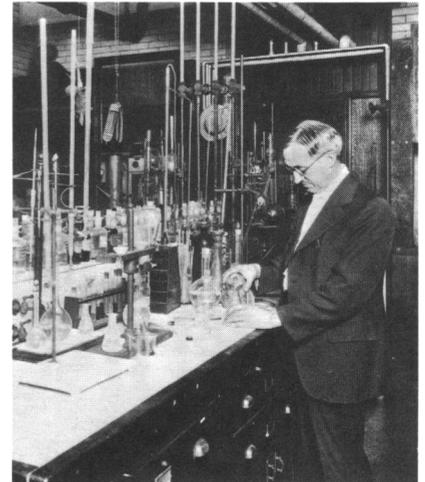
12—Cosmetics were not subject to the 1906 act, but products like Mme. Yale's Complexion Bleach, Skin Food and Hair Tonic were considered "drug preparations." Seized, they were found by the court to be misbranded by their claims to feed the skin, remove wrinkles, and cure obesity, falling hair, and dandruff. (Notice of Judgment No. 82, 1909)



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13—Lyman F. Kebler, MD, PhC, appointed in 1903, was the first chief of the Drug Laboratory, now FDA's Bureau of Drugs. He became a relentless foe of quack medicines

14—J. F. McPhee's 1906 cartoon reflected the public's expectations concerning the Wiley Act. The new law, it was hoped, would put a stop to food adulteration and quack remedies—two major evils and targets of a 20-year crusade for Federal regulation of foods and drugs



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THE CHICAGO TRIBUNE
"THE WORLD'S GREATEST NEWSPAPER"
 Says in part in an editorial headed

"BABY KILLERS"

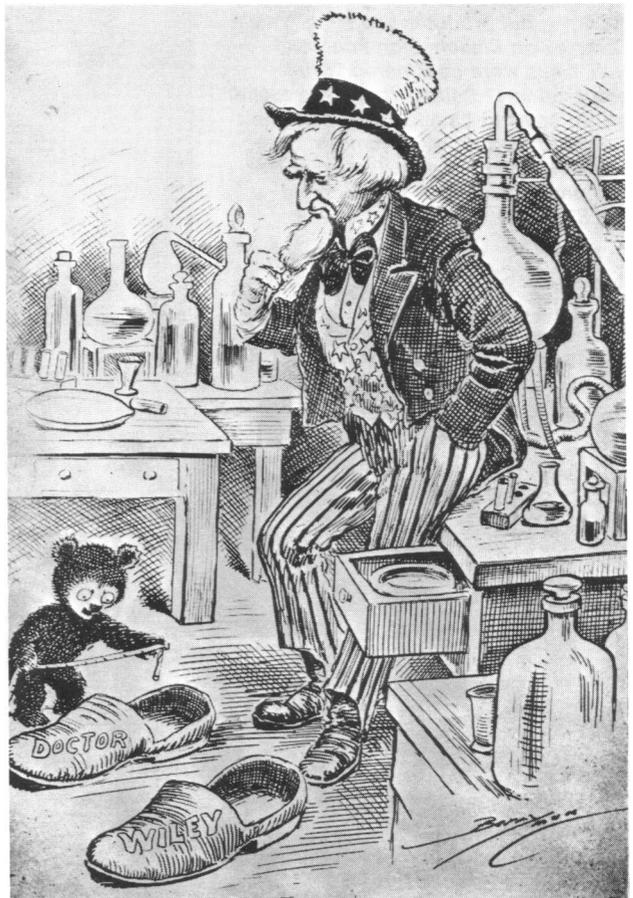
published August 12th, 1910

"No Druggist WITH A CONSCIENCE will sell them without the assent of a reputable physician. Every agency which assists in putting these drugs indiscriminately into the hands of the general public is particeps criminis and THE CRIME IS MORALLY NOTHING SHORT OF MURDER"

THE ECONOMICAL
HAS A CONSCIENCE
THEREFORE BOYCOTTS THESE NOSTRUMS

"An honest druggist is the noblest work of God-and about the scarcest more especially within the loop district of Chicago."
 —OLD DOCTOR JONES

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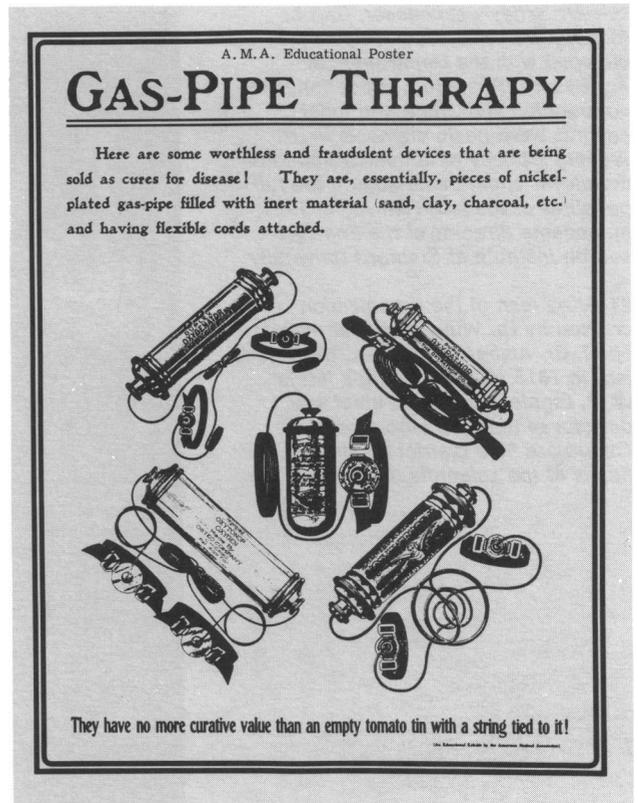
15—In 1907 Walter G. Campbell (left) was one of the first 28 food and drug inspectors. More than 2,000 people took the civil service examination. Selected by Dr. Wiley as Chief Inspector, he devised the legal process for the first seizure of a violative product (still used), wrote the first Inspector's Manual in 1908, and set up FDA's first project system to ensure uniform enforcement while giving top priority to health hazards. Campbell remained in charge of enforcement for 37 years, becoming the first Commissioner of Food and Drugs in 1940. A lawyer by training, Campbell was the leading architect of the present Federal Food, Drug, and Cosmetic Act, passed in 1938. He came to differ sharply from Wiley in his belief that court proceedings were not the only proper way to secure compliance

16—Philadelphia's Economical Drug Store ran this advertisement endorsing an editorial campaign by the Chicago Tribune against narcotic soothing syrups for babies and announced a boycott of such products. Such ads led pharmacists throughout the nation to demand prescriptions before dispensing the "soothers." But not until 1914 did the Harrison Act put all narcotics under strict controls administered by the Treasury Department

17—Millions of consumers heard with dismay of Dr. Wiley's retirement from the Federal service. Who would fill his shoes? (Berryman cartoon in the Washington Star, March 15, 1912)

18—It was so difficult in 1906 to get a law to control the patent medicines that fake medical devices were not even considered for regulation. But the American Medical Association included the gadget frauds in its campaign supporting and explaining the new law. This AMA Educational Poster exposed a classic swindle—the Oxydonor of Dr. Hercules Sanche. In 1915 the Post Office Department won a criminal fraud case against the promoter

19—Seizure of illegal products and fines or imprisonment of the shippers were the only means to secure compliance provided in the Food and Drugs Act of 1906. U.S. Marshals (in derbies) and a food and drug inspector (in a fedora) take custody of a wagonload of spoiled eggs consigned to a bakery supply house



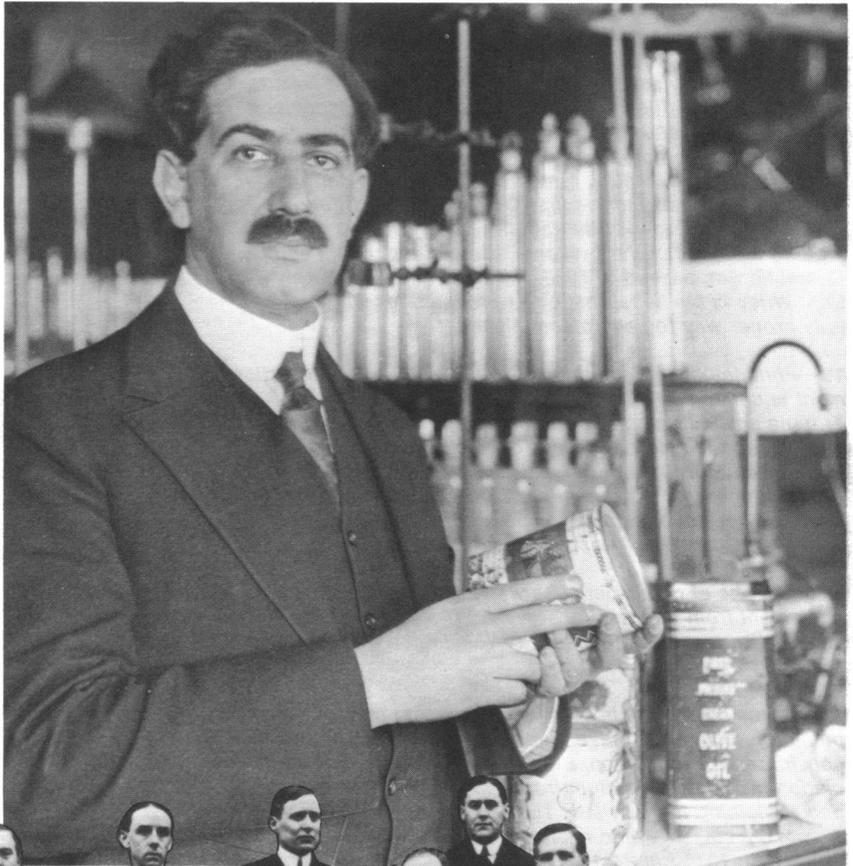
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20—Dr. Wiley's successor, Carl L. Alsberg, MD, was previously a research biologist with the Department of Agriculture. Research, education, and cooperation with State and local officials were basic elements in Dr. Alsberg's policy of administration. For the clever cheaters he sought the full penalties of the law. Retiring in 1921, he became director of the Food Research Institute at Stanford University

21—Key men of the organization created by Dr. Wiley with their new chief, Dr. Alsberg (front row, third from left) in 1913. At Dr. Alsberg's left is W. P. Bigelow, assistant chief and director of the food laboratories. Others are field district chiefs and heads of the scientific divisions



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